



## SACRAMENTO METROPOLITAN ARTS COMMISSION

A City County Agency

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May 10, 2005

City Council  
Sacramento, California

Honorable Members in Session

**SUBJECT:** Approval of the Arts Stabilization Program 2005-06 Marketing Mini-Grants

**LOCATION AND COUNCIL DISTRICT:** All

**RECOMMENDATION:**

This report recommends that the City Council approve the attached resolution to award 2005-2006 Stabilization Marketing Mini-Grants totaling \$78,939 to twenty three (23) organizations.

**CONTACT PERSON:** Ruth Rosenberg, 455-6383  
Stabilization Consultant

Michelle Walker, 566-3990, Executive Director,  
Sacramento Metropolitan Arts Commission  
Convention, Culture and Leisure Department

**FOR COUNCIL MEETING OF:** June 7, 2005

**SUMMARY:**

Twenty-eight applications for Stabilization Marketing Mini-Grants were reviewed and ranked by a panel representing the Arts Community. Twenty-three groups are recommended for awards totaling \$78,939.



### **COMMITTEE/COMMISSION ACTION:**

The Commission approved the 2005-06 Marketing Mini-Grant guidelines and application on November 17, 2004. Applications were released November 22, 2004 and were due February 10, 2005.

A three-member panel (Attachment A) met March 11 to review, evaluate and score the applications jointly, after two weeks of individual review.

The Commission voted unanimously on April 20, 2005 to approve the recommended grant awards.

### **BACKGROUND INFORMATION:**

This program is a direct result of the recommendations of the business plan of the Arts Commission adopted by Council in 2002. It called for increased support in marketing to underserved audiences. The program was advertised by mail, email and in the local media. The process for selection of the recipients was conducted by a panel process, which included independent rating of applications consistent with other re-granting programs of the Commission. (Cultural Arts Awards, New Works grants, etc.)

The grant was created to provide support for the recipients to plan and prepare a marketing strategy, including development or improvement of marketing resources, implementation of promotional efforts aimed at target audiences and the general public, and evaluation of such efforts. Organizations who have received funding last year are reporting a number of successes tied directly to this grant. Examples:

- Best of Broadway: A high percentage, estimated at 40%, responded that it was their first time as an audience member, even though The Best of Broadway has been in Sacramento 32 years.
- Camellia Symphony: Although the renewing subscriptions were slightly down (18%), the total season subscriptions were up by approximately 10%, which offset the difference.
- Fairytale Town: Overall increase in attendance of 8 percent. Since revamping our web site, on-line ticket sales increased by 44 percent. Increased email newsletter subscriptions by 24 percent.
- Sacramento Philharmonic Orchestra: season sales are up 12.6% from last season. Most interesting is a 376% increase in NEW season ticket buyers, compared to last year (from 85 to 320). Single ticket sales for the first concert were up 21.7% from the first concert singles last season.

- Theatre for Children (B Street): Increased subscriptions 25% in second season

Twelve of the 2005-2006 applicants received marketing mini-grants in 2003 and sixteen of them received funding in 2004. Sixteen previous grantees are being recommended for funding. Eleven organizations are new to the Marketing Mini-Grant application pool, seven of these are being recommended for funding. Additionally, three recipients of 2003-04 Marketing Mini-Grants went on to apply for and receive Cultural Arts Awards for the first time in 2004.

Staff is recommending funding for organizations with a score of 6 and above, from a scoring system of 1-10, with 10 being the highest score possible. (23 organizations).

The 5 organizations scoring below 6, Chatauqua Playhouse, Hmong Cultural Arts, Sacramento Capitolaire, League of Sacramento Theatres and Sacramento Taiko Dan will receive assistance from the Stabilization Consultant to improve their applications in the future.

The term of the contracts will be from June 1, 2005 to May 31, 2006.

#### **FINANCIAL CONSIDERATIONS:**

The 2005-06 Marketing Mini Grant awards total \$78,939 and are funded from un-obligated Arts Stabilization Carryover monies.

#### **ENVIRONMENTAL CONSIDERATIONS:**

Planning and Building Department, Environmental Planning Services staff has reviewed the staff report and has determined that this project is not a "project" under the California Environmental Quality Act (CEQA) Guidelines section 15378(2)(4). The proposed grant program is not a "project" as defined under CEQA because it is a creation of a government funding mechanism that does not involve a commitment to a specific project that may have a potentially significant impact on the environment.

#### **POLICY CONSIDERATIONS:**

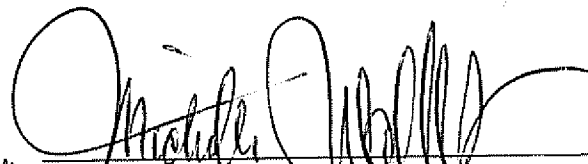
The Stabilization program supports the goal of the Commission's Cultural Business Plan to enhance organizational and financial stability of arts and cultural organizations. The Stabilization program supports the goals of the City of Sacramento to promote and support economic vitality.

**ESBD CONSIDERATIONS:**

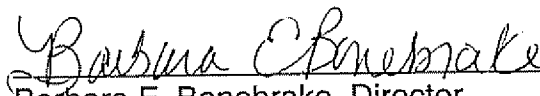
As a panel-awarded grant program, the Stabilization Marketing Mini-Grant, as well as all the local, non-profit Arts and Cultural organizations that are its recipients, are exempt from ESBD and other bidding requirements.

Respectfully submitted,

  
Ruth Rosenberg, Stabilization Consultant

  
Michelle Walker, Executive Director  
Sacramento Metropolitan Arts Commission

APPROVED:

  
Barbara E. Bonebrake, Director  
Convention, Culture and Leisure Department

RECOMMENDATION APPROVED:


  
Robert P. Thomas, City Manager

Table of Contents:

Attachment A      Panel Biographies  
Resolution

Page 5  
Page 6

## PANELIST BIOS

### **Beth Hassett**

Director of Marketing and Associate Consultant for MajorGiving.com

**Beth Hassett** is the Director of Marketing and Associate Consultant for MajorGiving.com, a full-service consulting firm, specializing in major giving, capital campaigns, and planned giving. Beth has 15 years of experience in all areas of fund development and marketing including major gift solicitation, direct mail, special events, capital campaigns and public relations.

Beth previously served as Director of Development and Marketing for Capital Public Radio (CPR). Under her leadership, CPR received the 2003 Public Radio Major Giving award and a CAPPIE award for the redesign of CPR Quarterly. Prior to that, she spent six years as the Director of Resource Development for Women Escaping a Violent Environment, Inc. Other experience includes positions with Disabled Sports USA, the Indiana State University Department of Theater, KXPR/KXJZ, Inc. and Indiana State SummerStage. This past November Beth was honored as the 2004 Outstanding Fundraising Executive for California's Capitol Chapter of the Association of Fundraising Professionals.

### **Jim Love**

Creative Director and Principal of Altosa Group

**Jim Love** is Creative Director and Principal of Altosa Group, a brand-building consultancy helping companies and organizations fulfill customer needs. With over 25 years experience in brand strategy, messaging, graphic design, printing, publishing, rich media and software development, he leads Altosa Group teams conducting research and designing solutions for brand development projects.

Jim's experience (including small business to Fortune 500 companies, State agencies and statewide associations) allows him work effectively on any size project, and to bring world class services to local and regional clients. Jim's ability to do compelling design work, coupled with his technical fluency, allows him to communicate equally well with clients, programmers and artists. His deep understanding of how people behave in the face of technology facilitates outcomes that are useful and genuinely useable.

Jim holds a BA Degree in Psychology from California State University, Sacramento, and an MA Degree in Communications from California State University, San Diego. He also teaches Strategic Marketing Communication for UC Davis Extension.

### **Christopher McSwain**

Community affairs director for California Musical Theatre

**Christopher McSwain** is the community affairs director for California Musical Theatre, presenter of Music Circus and The Broadway Series. Since 1993 he has played a role in marketing over 180 productions, specializing in print advertising, direct mail and Internet marketing. He is a graduate of California State University, Sacramento, with a degree in government journalism.

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

## RESOLUTION APPROVING ALLOCATION OF STABILIZATION PROGRAM 2005-06 MARKETING MINI-GRANTS

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

The following 23 organizations are recommended for funding for 2005-06 Marketing Mini-Grants in the amounts specified below. Funding is authorized from the Arts Stabilization Carryover.

<u>Applicant</u>	<u>Score</u>	<u>Grant Amount</u>
The Poet Tree	10	\$5,000
River Stage/Cosumnes River Stage	9.5	\$4,750
Sacramento French Film Festival	9.33	\$4,665
Sacramento Ballet	9	\$4,500
Sacramento Philharmonic	9	\$4,500
KVIE	9	\$4,500
Sacramento Children's Chorus	9	\$2,295
Capitol Public Radio	9	\$4,500
Fairytale Town	8.83	\$4,415
Sacramento Youth Symphony	8.5	\$4,250
Capitol Ballet Company	8.5	\$2,975
Sacramento Opera	8.25	\$4,125
California Consultancy for Arts Education, Inc	8	\$4,000
Crocker Art Museum	8	\$4,000
Sacramento Choral Society and Orchestra	8	\$4,000
Sacramento International Gay & Lesbian Film Festival	7	\$3,500

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DATE ADOPTED: \_\_\_\_\_

Philippine National Day Association	6.83	\$1,927
California Lawyers for the Arts	6.33	\$1,900
Theatre for Children	6.33	\$1,837
Sacramento Master Singers	6.17	\$1,850
La Raza/Galeria Posada	6.17	\$1,850
Sacramento Shakespeare Festival	6	\$1,800
Sacramento Theatre Company	6	\$1,800
<b>Total</b>		<b>\$78,939</b>

\_\_\_\_\_  
MAYOR

ATTEST:  
\_\_\_\_\_  
CITY CLERK

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DATE ADOPTED: \_\_\_\_\_